

**Subject:** Marketing Activity Report for the week of 8/8/16

**From:** Henna Sherzai <HSherzai@downtownla.com>

**Date:** 08/12/2016 05:26 PM

**To:** Suzanne Holley <SHolley@downtownla.com>

**CC:** Lena Mulhall <lmulhall@ccala.org>, Shawn Bratton <sbratton@ccala.org>

Hi Suzanne,

Below is the marketing department activity report for the week of August 8, 2016.

### **Henna**

- Held agency reviews for Innovate DTLA: Sensis, SKD, and AVG
- Worked on ReMix
  - o Finalized graphics
  - o Helped Mike with layout & walk through
  - o Day of set-up and tear down
- Met w/ Nick & Nhien to finalize Dreams Oct issue content
- Worked on updating marketing budget tracker through June
- Finalized and posted Q2 Market Report blog on website
- Attended econ dev/marketing meeting
- Held weekly status meeting w/ Mike
- Held weekly status call w/ Macy

### **Mike**

- Created website content: event listings, specials, business listings, etc.
- Created & monitored social media content for the week/month through Sprout, Latergramme & Iconosquare (social media tools)
- Continued BID events planning (BBQ, Halloween)
- Continued event sponsorship requests
- Weekly meeting w/ Henna
- Continued entering DTLA summer events for campaign
- Sent out additional Resident Mixer invites to property managers/contacted via phone & email
- Continued working on ReMix event (securing vendors, entertainment, etc)
- Had Summer Resident Mixer
- Phone call with Polaris Pacific (TEN50) re: marketing and event sponsorship

### **Kevin**

CCA

- September GMM: Invite & web graphic
- Carol's party invite revisions
- Cross Campus Tour: Invite & web graphic

- LA magazine photo research

#### DCBID

- Remix: Tri-fold update revisions, Presentation revisions, Signage, Floorpan, Suggestion box & card design, Event
- eNewsletter website graphic

#### ECON DEV

- Innovate DTLA: Workshop agenda
- DRMA: Logo revisions, eNewsletter design

### Henna Sherzai

Director of Marketing & Communications

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